Original Paper

Measurement of Cosmetic Purchasing Decisions Using Brand Image and Consumer Trust

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Abstract

This study aimed to measure the purchasing decisions of cosmetics using the brand image and consumer trust. This type of research is quantitative research and uses a sample of 70 respondents. The terms of the instrument test include the validity and reliability of the data. The analysis requirements used normal, homogeneous, linear, and regression significance tests. The data were analyzed using structural equations. The research findings show that brand image affects consumer trust, brand image affects purchasing decisions, and consumer trust also affects purchasing decisions.

Keywords

brand image, consumer trust, purchasing decisions

1. Introduction

Competitive forces between markets for types of personal care and beauty products are increasingly competitive. The production of beauty tools from within and outside the country is increasingly circulating in the market. The development of beauty equipment companies in Indonesia provides various options to meet the basic needs of women for beauty. There are many ways that women can do to get the desired beauty. This condition can reason why a woman likes to beautify herself by using various cosmetic products.

The phenomenon currently happening is the variety of cosmetic brands on the market, making most people willing to experiment with using various cosmetic brands for themselves. Such actions sometimes do not consider whether the products used to affect the skin and biological development. Young women may try all cosmetic brands on the market.

So that there is a trend in cosmetic products by emphasizing halal cosmetic products and providing

certainty to consumers, cosmetics is one of the halal-licensed beauty equipment brands produced by beauty equipment companies in Indonesia.

Consumers indeed consider factors that can influence buying decisions, such as brand image and consumer trust. The brand image reflects the product's appearance, which can stimulate consumers to make purchases. Trust is the basis of consumer support for the efforts made to obtain everything they want. Brand image and consumer trust are very influential on purchasing decisions. When the brand image is embedded in the minds of consumers, it will lead to consumer confidence in a product to make a purchase.

Literature Review and Hypothesis Development

The brand image results from consumer responses to a brand or brand, which is decided through thought and competition with various other brands with the same product type. According to (Sallam, 2016; Pratiwi et al., 2015; Išoraitė, 2018), brand image is a composite picture and consumer confidence in a brand. Brand image can be said to be a review and rust held by consumers, as depicted in the minds of consumers (Kato, 2018). Then according to (Fainto et al., 2014; Margarisová & Vokáčová, 2016), a superior brand image will provide opportunities for marketing strategies that are in demand and can produce unique combinations of brands that are always in customer resistance.

Trust can arise because of a desire for the other party to follow what is needed and desired. According to (Suharto & Nasikah, 2020; Alhaddad, 2015; Achmad, 2020), "Trust is the willingness of a firm to rely on a business partner. It depends on interpersonal and inter-organizational factors, such as perceived competence, integrity, honesty, and benevolence". "Trust is the willingness of a company to rely on business partners. It depends on personal and inter-organizational factors, such as competence, integrity, and honesty". Consumer trust is the basis of consumer response to their efforts to obtain everything they want to have. Trust for consumers is a form of response regarding the purchase decision to be selected. According to (Kidane et al., 2016; Suki, 2013), consumer trust is the integrity of other people towards someone sure to fulfill their obligations. The transactions carried out are carried out with full responsibility and can provide something according to the wishes of consumers.

Purchasing decisions are a person's actions to make transactions to buy or use specific products, whether in the form of goods or services, which can undoubtedly provide satisfaction. Everything that is done can give hope according to the risk that is accepted. According to (Havidz & M. Rizky, 2020; Aji et al., 2019), purchase decisions include personal actions in the form of preferences for brands contained in the chosen combination. Consumers have a desire to create intentions in choosing the selected brand. According to (Arjuna & Ilmi, 2019; Ackaradejruangsri, 2013), a purchase decision is an action that is caused after the consumer and conducts in-depth research before making a decision.
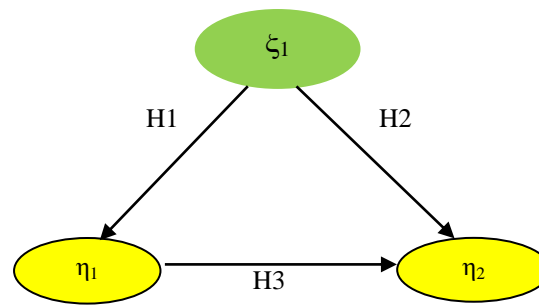
Figure 1.Constelation Model

Brand Image and Consumer Trust

According to (Kim& Chao, 2019; Pratiwi et al., 2015), brand image is a composite picture and consumer trust for a particular brand. Brand image can be a study of the sincerity held by consumers, as described in a collection of consumer memories. According to (Sari, 2020; Birch et al., 2018) consumer trust is a consumer who responds to the evaluation of perceived failure between product performance expectations when used.

H1: Based on the description, it is suspected that brand image affects consumer trust.

Brand Image and Buying Decision

According to (Kim & Chao, 2019; Fainto et al., 2014) brand image is a group of beliefs and perceptions of a person or community, or how people respond to a brand. A good brand image is usually built through a particular marketing program for unique and specific products compared to competing products. According to the opinion (Kidane et al., 2016; Payson & Karunanithy, 2016), the purchase decision is the people close to the economic conditions of finance, technology, politics, and others. So that attitudes are formed on consumers by utilizing information and deciding the response to the product they want to buy.

H2: Based on this, it is suspected that brand image affects buying decisions.

Consumer confidence and purchasing decisions

According to (Hosseini & Norouzi, 2017; Birch et al., 2018) consumer trust is a response from the consumer based on experience and the transaction level's frequency, which is suspected by the fulfillment of expectations for the product's ability. According to (Havidz et al., 2020; Suharto & Nasikah, 2020), the definition of purchasing decisions is a form of consumer action who decides to buy a product and the form of the process in decision making.

H3: Based on this, it is suspected that consumer trust affects buying decisions

2. Research Methodology

This method using quantitative research. According to (Taherdoost, 2016; Engellant et al., 2016), quantitative research is defined as research based on positive thinking philosophy, used to examine populations or based on certain samples, techniques for determining the number of samples are

generally carried out arbitrarily, data analysis is quantitative/statistical with a predetermined direction. Questions based on positivism reasoning are used to look at a particular population or test (Sujati et al., 2016). The examination procedure is carried out randomly. The nature of the examination of information is numeric. It aims to test speculations that have been designed previously.

In testing the causality between exogenous and endogenous variables is the influence of brand image and consumer trust on buying cosmetic products.

3. Research Results

Normality test

The normality assumption test includes the acquisition of the distribution of data about the distribution, whether or not the data is normal or not.

Table 1. Normality Test Results

Kolmogorov & Smirnov Tes

		Unstandardized Residual
N		70
Normal Parameters[a,b]	Mean	.0000000
	Standard Dev.	8.27539483
Most Extreme Diff.	Absolute	.087
	Pos.	.087
	Neg.	-.055
Test Stat.		.087
Asymp. Sig. (2-tailed)		.200[c,d]

a. Distrib. is Normal Test.

b. Calc. from data.

c. Lilliefors Sig. correction

d. This is a lower bound of the true sig.

Homogeneity Test

The homogeneity test aims to know the variance of some of the data being tested from a population with the same variation or not, homogeneous or heterogeneous variation.

Table 2. Data Conformity Test Results

Variable	Value α	Value Sig.	Conclusion
ξ_1 over η_1	0,05	.000	There are data similarities
ξ_1 over η_2	0,05	.200	There are data similarities
η_1 over η_2	0,05	.441	There are data similarities

Linearity and Regression Test

Linearity and regression tests aim to know the relationship between variables, with the requirement that each variable forms a significant linear and regression line or not.

1) Linear Test and Significance of Regression η_1 over ξ_1

Table 3. ANOVA Linieritas η_1 over ξ_1

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Between	(Combined)	5036.026	26	193.693	1.624	.078
Groups	Linear	99.862	1	99.862	.838	.365
	Dev. from Linear	4936.165	25	197.447	1.656	.072
Within Groups		5127.117	43	119.235		
Total		10163.143	69			

2) Linear Test and Significance of Regression η_2 over ξ_1

Table 4. Linearity ANOVA η_2 over ξ_1

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Between	(Combined)	2590.760	28	92.527	1.570	.092
Groups	Linear	49.202	1	49.202	.835	.366
	Dev. from Linear	2541.557	27	94.132	1.597	.086
Within Groups		2416.683	41	58.943		
Total		5007.443	69			

3) Linear Test and Significance of Regression η_2 over η_1

Table 5. Linearity ANOVA η_2 over η_1

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Between	(Combined)	3106.071	26	119.464	.700	.832
Groups	Linear	217.741	1	217.741	1.275	.265
	Dev. from Linear	2888.331	25	115.533	.677	.850
Within Groups		7343.200	43	170.772		
Total		10449.271	69			

Construct Reliability and Variance Extracted Test (ξ_1)

Manifest variable testing is carried out to determine the ability of the construct to calculate the exogenous latent variable (ξ_1).

Table 6. Construct Reliability and Variance Extracted (ξ_1)

Construct	Standard Load.	$\sum$Std. Loading^2	Error	$CR = \dfrac{(\Sigma std.loading)^2}{(\Sigma std.loading)^2 + \Sigma ej}$	$VE = \dfrac{\Sigma std.loading^2}{\Sigma std.loading^2 + \Sigma ej}$
X1	0,94	0,8836	0,12	0,9653	0,847
X2	0,94	0,8836	0,12		
X3	0,92	0,8464	0,15		
X4	0,94	0,8836	0,12		
X5	0,86	0,7396	0,25		
Total	4,6	4,2368	0,76		

From the calculation results in the table, it can be seen that the construct magnitude is 0.9653 more than 0.70 (CR>0.70), and the average extracted variance value is 0.8479 more than 0.50 (VE>0.50). This means that the five manifest variables have consistency in measuring the variable ξ_1.

Construct Reliability and Variance Extracted Test (η_1)

Manifest variable testing is carried out to determine the ability of the construct to measure the exogenous latent variable (η_1).

Table 7. Construct Reliability and Variance Extracted (η_1)

Construct	Standard Load.	$\sum$Std. Loading^2	Error	$CR = \dfrac{(\Sigma std.loading)^2}{(\Sigma std.loading)^2 + \Sigma ej}$	$VE = \dfrac{\Sigma std.loading^2}{\Sigma std.loading^2 + \Sigma ej}$
X6	0,88	0,7744	0,22	0,9302	0,7275
X7	0,81	0,6561	0,35		
X8	0,85	0,7225	0,28		
X9	0,86	0,7396	0,26		
X10	0,86	0,7396	0,25		
Total	4,26	3,6322	1,36		

From the calculation results in the table, it can be seen that the construct value is 0.9302 more than 0.70 (CR>0.70), and the average value extracted variance is 0.7275 more than 0.50 (VE>0.50). This means that the five manifest variables contain consistency in measuring the variable η_1.

Table 8. Construct Reliability and Variance Extracted (η_2)

Construct	Standard Load.	$\sum$Std. Loading^2	Error	$CR = \dfrac{(\Sigma std.loading)^2}{(\Sigma std.loading)^2 + \Sigma ej}$	$VE = \dfrac{\Sigma std.loading^2}{\Sigma std.loading^2 + \Sigma ej}$
Y1	0,64	0,4096	0,59	0,8832	0,6579
Y2	0,92	0,8464	0,16		
Y3	0,80	0,64	0,35		
Y4	0,86	0,7396	0,35		
Total	3,22	2,6356	1,37		

The calculation results in the table show that the construct value is 0.8832, which is greater than 0.70 (CR<0.70). The average value of the extracted variance is 0.6579, which is greater than 0.50 (VE> 0.50), which means that the four manifest variables have consistency in measuring the variable η_2.

T-Value Coefficient calculation results

After testing the requirements, the next step is the calculation and testing of each path coefficient.

Table 9. Path Coefficient Results

No.	Variable	Path Coefficients ξ and η		Results	Conclusion
		SLF*	t_{value}		
1.	ξ_1 to η_1	0,61	5.06	H_1 accepted	Significant
2.	ξ_1 to η_2	0,34	1.99*	H_2 accepted	Significant
3.	η_1 to η_2	-0.34	1.98*	H_3 accepted	Significant

Path Coefficient Substructure 1

The path coefficient analysis scheme was found, namely sub-structure 1 written in the equation model $\eta_{1 =} \gamma_{11}\xi_1 + \zeta_1$. This test will solve the solution for the decision to test hypothesis 1.

Chi-Square=138.31, df=74, P-value=0.00001, RMSEA=0.112
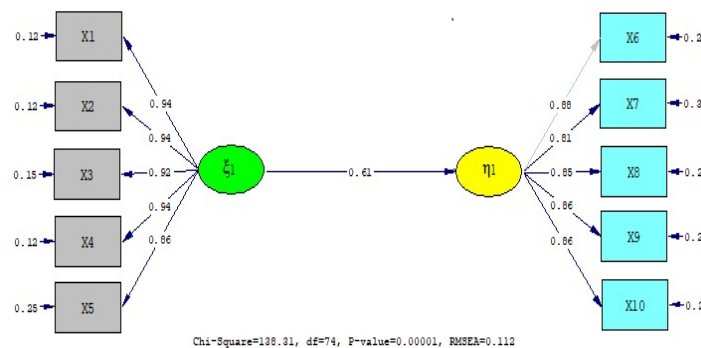
Figure 2. Path Coefficient Sub Structure 1

The results of the sub-structure test 1, the path coefficient has a value of $(\gamma_{11}\xi_1)$ 0.61 $t_{statistic}$ value = 5.06> t-$_{list}$ (0.05: 70) = 1.66. So Ho is rejected and the path coefficient $\gamma_{11}\xi_1$ is significant.

Path Coefficient Sub Structure 2

The path coefficient analysis scheme found, namely sub-structure 1, is expressed in the equation model $\eta_2 = \gamma_{21}\xi_1 + \beta_{21}\eta_1 + \zeta_2$. This test will provide a solution for the decision to test hypotheses 2 and 3.
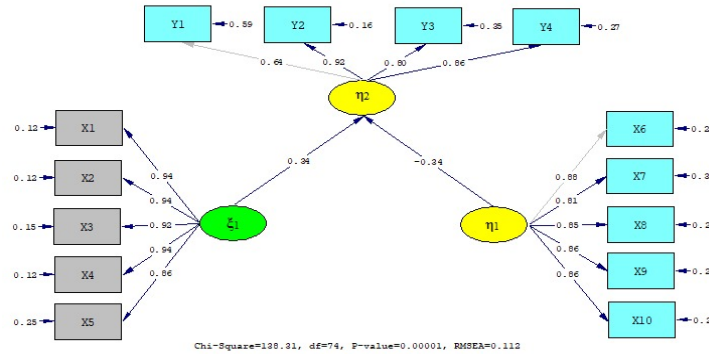
Figure 3. Path Coefficient Sub Structural 2

In the results of the sub-structural test 2, the path coefficient $(\gamma_{21}\xi_1$ and $\beta_{21}\eta_1)$ is 0.34 and -0.34, and the $t_{statistic}$ value is 1.99 and 1,96 > t-$_{list}$ (0.05: 70) = 1.66, so Ho is rejected and the path coefficient $\gamma_{21}\xi_1$ and $\beta_{21}\eta_1$ is significant.

Based on the calculation results of the path coefficient and the value of $t_{statistics}$ for hypothesis testing purposes, it is explained that the standardized loading factor value of all path coefficients is more than 0.05, and $t_{statistics}$ is more than 1.66. So, Ho is rejected, and two lines are significant. The standardized solution scheme for each variable through a linear program structural relationship is described as follows:
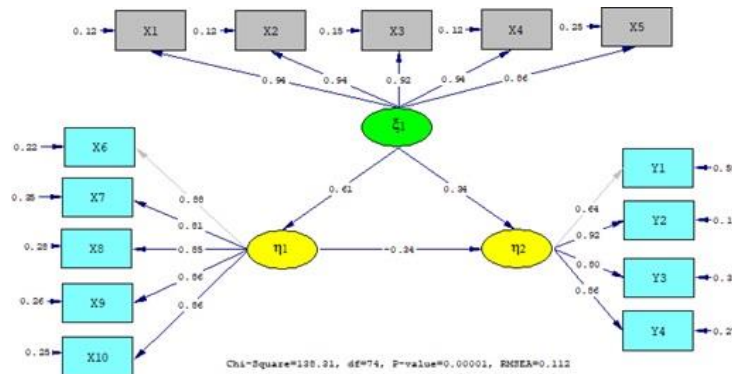
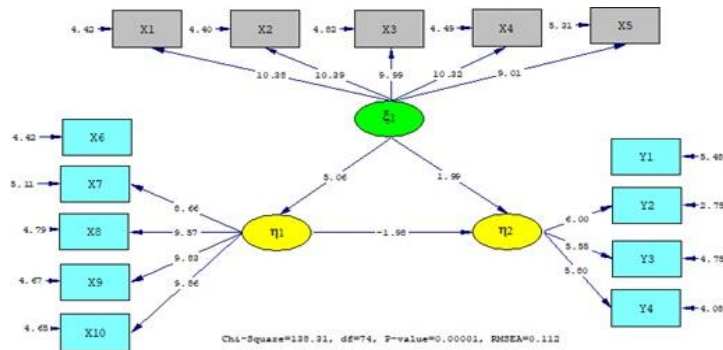**Figure 4. Standard Solution Path Diagram**

Figure 5. T-Value Path Diagram

Fit Test of Overall Model

Based on the results of the structural model test. The results of the goodness of fit can be seen as follows:

Table 8. Model Fit Test Results (Goodness Of Fit)

No.	Index	Result	Recommended Value	Conclusion
1.	Probability X^2	0,00	<0,05	Good fit
2.	X^2/df	0,199310	>5	Good fit
3.	RMSEA	0,11	<0,75	Good fit
4.	AGFI	0,68	<0,90	Marginal fit
5.	GFI	0,78	<0,90	Marginal fit
6.	CFI	0,95	>0,90	Good fit
7.	NFI	0,91	>0,90	Good fit
8.	NNFI	0,94	>0,90	Good fit
9.	IFI	0,95	>0,90	Good fit
10.	RFI	0,88	<0,90	Marginal fit
11.	ECVI	2,90	<5	Good fit

Simultaneous model suitability test (overall) using χ^2 test (chi-square) obtained sattora-bentler scaled chi-square with a value of 147.49 and p-value < 0.00. Using the results of χ^2 test, the scheme obtained is unfit (not good fit). However, the ratio of the value of χ^2 to degrees of freedom (χ^2/df) = 147.49/74 = 1.99, which means it is less than the cut-off model fit, namely 5 or 1.99 < 5. So it can be decided that the schema forms a have good model through the completeness setting schema model (which is proxied by the number of degrees of freedom).

The next test is Root Mean Square Error of Approximation and found RMSEA = 0.11 < 0.75. This

finding means that the scheme has a good fit. The Adjusted Goodness of Fit Index (AGFI) test results = 0.68 < 0.90 and the Goodness of Fit Index = 0.78 < 0.90, which means the model has a marginal fit. The calculation of the size of the Comparative Fit Index and the Incremental Fit Index is greater than 0.90 (CFI = 0.95 and IFI = 0.91). The results of this study indicate that the model has a good fit (Good Fit). Then the size of the Normed Fit Index (NFI), Non-Normed Fit Index is greater than 0.90 (NFI= 0.91 > 0.90 NNFI= 0.94 > 0.90). In this test, it means that the equation scheme has a good fit (Good Fit), and the Relative Fit Index is smaller than 0.90 (RFI = 0.88 < 90), which means the model has a poor fit (Marginal Fit). Based on the test, the Expected Cross-Validation Index is less than 5 (ECVI = 2.90 < 5), which explains that the model also has a good fit.

a. Brand image affects consumer trust

The research findings explain that brand image affects consumer trust. Supported from previous research by Kim and Chao (2019); Alhaddad (2015), this finding explains that brand image can provide promised satisfaction, trustworthy ability (professionalism), consumer experience, positive impression, providing the best quality. There is a halal label on all products, and then the brand image will also be better in the eyes of consumers. When consumers feel satisfied and believe in the ability of cosmetics products, consumers are likely to share their experiences with other consumers. This will give them the perception to try or use cosmetics products. The more superior the brand image built by Wardah, the more customer trust will increase.

b. Brand image affects purchasing decisions

The results of this study show that brands image affects purchasing decisions. Supported by previous research by Achmad (2020); Havidz (2020), this explains if a brand image can provide product reliability, affordable prices, promised satisfaction, provide the best quality, and a halal label on all products. The brand image will also be better in the eyes of consumers. When cosmetics products provide what consumers need, this creates a desire to make repeat purchases.

c. Consumer trust affects purchasing decisions

The research findings explain that consumer trust affects purchasing decisions. Supported from previous research by Suharto and Nasikah (2020); Hanaysha (2018), this shows that the higher the degree of consumer confidence, the higher the purchase decision. Trust will arise when the product can show advantages and has competitiveness with other similar products, and has better functions and performance. Based on trust, consumer interest can arise interested in purchasing company products. If consumer trust has been built, the opportunity to not hesitate to make a purchase decision will occur by itself.

4. Conclusions and Suggestions

After analyzing the research, it can be concluded that brand image affects consumer trust. Brand image affects purchasing decisions. Consumer trust affects purchasing decisions. This means that the company must maintain the brand image that it already has. The company must maintain the brand image that it already has. Able to improve brand quality comparatively with other brands. Such as a

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complete variety of products, the usefulness of products in providing solutions to beauty problems, paying attention to durability, and conveying information on product advantages to be comfortable to use for all ages and not buy similar alternative products. Business management is advised to keep a halal label on every product consumed and sold in the market because the halal label also greatly influences consumer purchasing decisions.

Used for all ages and do not buy similar alternative products. Business management is advised to keep a halal label on every product consumed and sold in the market because the halal label also greatly influences consumer purchasing decisions. In the future, for other researchers to consider and calculate several other factors that are not inspected in this thought can influence the choice of factors to choose or ask about other factors.

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